

BACHELOR OF BUSINESS ADMINISTRATION (C.B.C.S.) (2015 COURSE)
B.B.A. Sem-V :SUMMER- 2022
SUBJECT : INTERNATIONAL MARKETING

Day : Wednesday
Date : 15-06-2022

S-13889-2022

Time : 10:00 AM-01:00 PM
Max. Marks : **100**

N.B.:

- 1) Attempt any **FOUR** questions from Section –I and any **TWO** questions from Section –II.
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Answers to both the sections should be written in **SAME** answer book.
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SECTION-I

- Q.1** Explain in detail the International Marketing process and benefits of International Marketing. (15)
- Q.2** “Psychological and social dimensions have an influence on consumer’s behaviour in global context”. Discuss. (15)
- Q.3** Explain with suitable examples the need and scope of marketing research in the global context. (15)
- Q.4** What factors need to be taken into consideration when pricing for international markets are done? (15)
- Q.5** What do you understand by global quality standards? Explain the quality issues involved in global markets. (15)

SECTION-II

- Q.6** Your company dealing with Ayurvedic health products is planning to expand its market in European countries. What strategies would you adopt to enter in the foreign market? (20)
- Q.7** Considering the stiff competition in Airline industry your company is trying to attract children and old age passengers with a low cost model. How would you organize your marketing efforts to face the global competition? (20)
- Q.8** Devise marketing dimensions for a product of your choice in domestic and international market. Make necessary assumptions. (20)

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